

Narrator:

For World AIDS Day 2009, America.gov spoke with Ambassador Eric Goosby, U.S. Global AIDS Coordinator for the President's Emergency Plan for AIDS Relief, also known as PEPFAR. We took questions from America.gov's Facebook page. Oduna commented that more aggressive prevention campaigns should be emphasized.

Ambassador Eric Goosby:

Prevention is a critical component to responding to an AIDS epidemic. You have to be repetitive and targeted in getting it to those who are participating in the highest risk, and most governments and prevention-focused NGOs or entities that are engaged in prevention messaging have difficulty from a resource perspective to able to sustain that kind of messaging. Also, people are complicated, and behavior — to change behavior is even more complicated. When you get into sexual behavior, you're in major conflicting messages and motivators that result in whether or not that person ultimately participates in a high-risk behavior at that moment in time. So you've got a very complicated series of related factors.